



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 5020163

Schedule Dates 10/08/21-10/11/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST. 664 (1628326)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/664
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30

Date Entered 10/07/21
Last Modified 10/08/21
Entered By Alexa Schram
CO-OP No
External # 11034118
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,806.25
Net Total \$72,568.75
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2021	58	\$85,375.00
Grand Total:	58	\$85,375.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Access	10/11/21-10/11/21	2	:30	7:29:26P- Jeopardy		1							1	\$2,600.00	\$2,600.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/7/21
2.0	Normal Line / Access	10/11/21-10/11/21	2	:30	6:58:46P- Wheel Of Fortune		1							1	\$1,800.00	\$1,800.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/7/21
3.0	Normal Line / SPOT	10/10/21-10/10/21	3	:30	8:59A- ABC-This Week								1	1	\$25,000.00	\$25,000.00	Washington (WJLA)	Daypart WK THIS WEEK(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	10/7/21
4.0	Normal Line / SPOT	10/11/21-10/11/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM		1							1	\$150.00	\$150.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/7/21
5.0	Normal Line / SPOT	10/11/21-10/11/21	2	:30	12:57:56P- ABC-GMA3: What You Need to Know		2							2	\$325.00	\$650.00	Washington (WJLA)	Daypart DT GMA3(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANC	10/7/21

CONFIRMATION CONTRACT

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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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6.0	Normal Line / SPOT	10/09/21-10/09/21	3	:30	11:00:26P- News-7News ON YOUR SIDE Weekend at 11PM							1		1	\$250.00	\$250.00	Washington (WJLA)	Daypart WK ABC7 NEWS @ 11P SAT/NEWS WEEKL(Agency)-4Q21 (sell) - ESTIMATE IS BASE	10/7/21
7.0	Normal Line / SPOT	10/10/21-10/10/21	3	:30	7:30A- News-7News ON YOUR SIDE Weekend at 730AM								1	1	\$100.00	\$100.00	Washington (WJLA)	Daypart WK GOOD MORNING WASHINGTON SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED O	10/7/21
8.0	Normal Line / SPOT	10/11/21-10/11/21	2	:30	8A- ABC-Good Morning America		2							2	\$800.00	\$1,600.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 8A(Agency)-4Q21 (sell)	10/7/21
9.0	Normal Line / SPOT	10/11/21-10/11/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM		2							2	\$600.00	\$1,200.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/7/21
10.0	Normal Line / SPOT	10/11/21-10/11/21	3	:30	11:35P- ABC-Jimmy Kimmel		1							1	\$300.00	\$300.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	10/7/21

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11.0	Normal Line / SPOT	10/11/21-10/11/21	3	:30	9A- Live with Kelly		2							2	\$300.00	\$600.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	10/7/21
12.0	Normal Line / SPOT	10/11/21-10/11/21	3	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM		1							1	\$500.00	\$500.00	Washington (WJLA)	Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/7/21
13.0	Normal Line / SPOT	10/11/21-10/11/21	3	:30	12:37A- ABC-Nightline		1							1	\$100.00	\$100.00	Washington (WJLA)	Daypart LF NIGHTLINE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	10/7/21
14.0	Normal Line / SPOT	10/11/21-10/11/21	2	:30	10:58:25A- ABC-The View		2							2	\$525.00	\$1,050.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/7/21
15.0	Normal Line / Football	10/09/21-10/09/21	3	:30	7:30P- Sports-ABC College Football Prime							1		1	\$2,000.00	\$2,000.00	Washington (WJLA)	Daypart WK SATURDAY NIGHT FOOTBALL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	10/7/21

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16.0	Normal Line / SPOT	10/11/21-10/11/21	3	:30	2P- ABC-General Hospital		2							2	\$400.00	\$800.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/7/21
17.0	Revised Line / SPOT	10/08/21-10/08/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM						1						Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/7/21
17.1	Normal Line / SPOT	10/08/21-10/08/21	2	1:00	4:59:30P- News-7News ON YOUR SIDE at 5PM						1			1	\$1,200.00	\$1,200.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/7/21
18.0	Normal Line / SPOT	10/11/21-10/11/21	3	:30	10A- News-Good Morning Washington at 10a		2							2	\$250.00	\$500.00	Washington (WJLA)	Daypart DT RACHEL RAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF	10/7/21
19.0	Normal Line / SPOT	10/11/21-10/11/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon		2							2	\$400.00	\$800.00	Washington (WJLA)	Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU	10/7/21

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20.0	Normal Line / SPOT	10/11/21-10/11/21	2	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM		2							2	\$400.00	\$800.00	Washington (WJLA)	Daypart EF ABC 7 NEWS @ 4P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/7/21
21.0	Normal Line / SPOT	10/09/21-10/09/21	2	:30	7:30P- Jeopardy Wknd							1			\$900.00		Washington (WJLA)	Daypart WK JEOPARDY-WKND(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL P	10/7/21
21.0.1	Closed Preempt	10/09/21															Washington (WJLA)	Order Error/Exception - CFB	
22.0	Normal Line / Football	10/09/21-10/09/21	3	:30	3:30P- Sports-ABC College Football Late							1		1	\$1,500.00	\$1,500.00	Washington (WJLA)	Daypart WK COLLEGE FOOTBALL 330P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE	10/7/21
23.0	Normal Line / SPOT	10/11/21-10/11/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		1							1	\$525.00	\$525.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/7/21
24.0	Normal Line / SPOT	10/09/21-10/09/21	2	:30	8A- News-7News ON YOUR SIDE Weekend at 8AM							1		1	\$325.00	\$325.00	Washington (WJLA)	Daypart WK GMW SAT 8-9A(Agency)-4Q21 (sell)	10/7/21

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25.0	Normal Line / SPOT	10/09/21-10/09/21	2	:30	9A- ABC-Good Morning America Saturday 2							1		1	\$400.00	\$400.00	Washington (WJLA)	Daypart WK GMA SAT 9-10A(Agency)-4Q21 (sell)	10/7/21
26.0	Normal Line / SPOT	10/08/21-10/08/21	3	1:00	11:00:26P- News-7News ON YOUR SIDE at 11PM						1			1	\$1,000.00	\$1,000.00	Washington (WJLA)	Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/7/21
27.0	Normal Line / SPOT	10/08/21-10/08/21	2	1:00	6:58A- ABC-Good Morning America						1			1	\$1,600.00	\$1,600.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	10/7/21
28.0	Normal Line / SPOT	10/08/21-10/08/21	3	1:00	2P- ABC-General Hospital						1			1	\$800.00	\$800.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/7/21
29.0	Normal Line / Prime	10/08/21-10/08/21	2	1:00	7:57:56P- ABC-Shark Tank (Friday)						1			1	\$5,000.00	\$5,000.00	Washington (WJLA)	Daypart PT SHARK TANK(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF	10/7/21

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30.0.1	Closed Preempt	10/09/21															Washington (WJLA)	Order Error/Exception - CFB	
31.0	Normal Line / Prime	10/11/21-10/11/21	3	1:00	7:57:56P- ABC-Dancing with the Stars (Monday)		1							1	\$6,000.00	\$6,000.00	Washington (WJLA)	Daypart PT DANCING WITH THE STARS(Agency)-4Q21 (sell)	10/7/21
32.0	Normal Line / SPOT	10/09/21-10/09/21	2	1:00	9A- ABC-Good Morning America Saturday 2							1		1	\$800.00	\$800.00	Washington (WJLA)	Daypart WK GMA SAT 9-10A(Agency)-4Q21 (sell)	10/7/21
33.0	Normal Line / Prime	10/11/21-10/11/21	3	1:00	10P- ABC-The Good Doctor (Monday)		1							1	\$3,000.00	\$3,000.00	Washington (WJLA)	Daypart PT THE GOOD DOCTOR(Agency)-4Q21 (sell)	10/7/21
34.0	Normal Line / SPOT	10/11/21-10/11/21	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		1							1	\$900.00	\$900.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 6P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/7/21

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35.0	Normal Line / SPOT	10/10/21-10/10/21	2	1:00	7:58:40A- ABC-Good Morning America Sunday								1	1	\$900.00	\$900.00	Washington (WJLA)	Daypart WK GMA-SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORM	10/7/21
36.0	Normal Line / SPOT	10/08/21-10/08/21	2	1:00	10:58:25A- ABC-The View						1			1	\$1,050.00	\$1,050.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORM	10/7/21
37.0	Normal Line / SPOT	10/08/21-10/08/21	3	1:00	10A- News-Good Morning Washington at 10a						1			1	\$500.00	\$500.00	Washington (WJLA)	Daypart DT RACHEL RAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF	10/7/21
38.0	Normal Line / SPOT	10/08/21-10/08/21	3	1:00	9A- Live with Kelly						1			1	\$600.00	\$600.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	10/7/21
39.0	Normal Line / Football	10/09/21-10/09/21	3	:30	11:59A- Sports-ABC College Football Early							1		1	\$1,000.00	\$1,000.00	Washington (WJLA)	Daypart WK COLLEGE FOOTBALL 12N(Agency) -4Q21 (sell) - ESTIMATE IS BASED ON THE A	10/7/21

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WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 5020163

Schedule Dates 10/08/21-10/11/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST. 664 (1628326)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/664
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30

Date Entered 10/07/21
Last Modified 10/08/21
Entered By Alexa Schram
CO-OP No
External # 11034118
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,806.25
Net Total \$72,568.75
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2021	58	\$85,375.00
Grand Total:	58	\$85,375.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
40.0	Normal Line / SPOT	10/11/21-10/11/21	3	:30	6:27P- 6:30P (EST)		1							1	\$2,500.00	\$2,500.00	Washington (WJLA)	Daypart EN WORLD NEWS ADJ A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/7/21
41.0	Normal Line / Prime	10/10/21-10/10/21	3	:30	10P- ABC-The Rookie (Sunday)								1	1	\$1,500.00	\$1,500.00	Washington (WJLA)	Daypart PT THE ROOKIE(Agency)-4Q21 (sell)	10/7/21
42.0	Normal Line / SPOT	10/11/21-10/11/21	3	:30	6:57P- 7P (EST)		1							1	\$3,500.00	\$3,500.00	Washington (WJLA)	Daypart EN WOLD NEWS ADJ B(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/7/21
43.0	Normal Line / SPOT	10/10/21-10/10/21	2	:30	6P- 7P (EST)								1	1	\$525.00	\$525.00	Washington (WJLA)	Daypart WK 6P WEEKEND NEWS(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/7/21
44.0	Normal Line / SPOT	10/11/21-10/11/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM		1							1	\$1,200.00	\$1,200.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/7/21

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45.0	Normal Line / SPOT	10/11/21-10/11/21	3	1:00	11:00:26P- News-7News ON YOUR SIDE at 11PM		1							1	\$1,000.00	\$1,000.00	Washington (WJLA)	Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/7/21
46.0	Normal Line / SPOT	10/11/21-10/11/21	2	1:00	6:58A- ABC-Good Morning America		1							1	\$1,600.00	\$1,600.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	10/7/21
47.0	Normal Line / SPOT	10/11/21-10/11/21	3	1:00	2P- ABC-General Hospital		1							1	\$800.00	\$800.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/7/21
48.0	Normal Line / SPOT	10/11/21-10/11/21	3	1:00	10A- News-Good Morning Washington at 10a		1							1	\$500.00	\$500.00	Washington (WJLA)	Daypart DT RACHEL RAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF	10/7/21
49.0	Normal Line / SPOT	10/11/21-10/11/21	2	1:00	10:58:25A- ABC-The View		1							1	\$1,050.00	\$1,050.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/7/21

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50.0	Normal Line / SPOT	10/11/21-10/11/21	3	1:00	9A- Live with Kelly		1							1	\$600.00	\$600.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	10/7/21
51.0	M/G For 21.0.1,30.0.1 / SPOT	10/10/21-10/10/21	3	1:00	9P- ABC-Supermarket Sweep (Sunday)								1	1	\$2,700.00	\$2,700.00	Washington (WJLA)	Daypart WK JEOPARDY-WKND(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL P	10/8/21

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